

# March Success Plan

## *Masque Madness*

### Focus

Start two **new** conversations every day and track them. Be sure to do relational followup.

### Invite

Search "LIVE" in the Connect App for Invitation

**SPA DAY IN A BOTTLE**  
with Jessica Kane

**LIVE on Thursday, March 6**

5:30 PM PT/ 6:30 PM MT/ 7:30 PM CT/ 8:30 PM ET

### Captivate

Post a personal before and after with the caption: **"Can you spot the difference? 👁️"** Don't share what product you used in the beginning, instead the goal is for them to say "tell me more".

### Connect

#### Hosts

Ask 4 people **"Would you like a free virtual or in-home spa event for you and your friends?"** If virtual - mail a free sample to guests before event.

#### Community

Offer a complimentary GLOW UP Session by inviting people to say "YES" to discover the best masque for their skin concerns. Schedule a video chat via L'BRI LIVE or meet in-person.

#### Inactive Customers

Open PULSE in your Connect app and use the message template to reconnect with 4 customers.

### Convert

Save \$4 off our four best selling facial masques during March Masque Madness. Plus! Get double free samples with orders over \$75

### Trending Holidays

March is National Nutrition Month  
*Talk about health inside and out.*

Sat 3/8 International Women's Day  
*Talk about host opportunity/friendships.*

Sun 3/9 Daylight Saving Time Begins  
Fri 3/14 World Sleep Day

Wed 3/19 National Let's Laugh Day  
*Talk about laugh lines.*

Thu 3/20 First Day of Spring



See page 2 for your L'BRI LIVE content plan, including email copy!

# Connect App Email Marketing Plan

Week 1

Masque Madness  
Public LIVE

Hook:

Turn your couch into a  
spa throne—glow up  
without leaving home!

Email Subject:  
Your Glow Up Awaits 🎁

Email Body: Hi (name), our company is having a virtual Spa Day in a Bottle L'BRI LIVE event and there are sure to be surprises and prizes. You can watch LIVE with me or reply back to schedule a complimentary Glow Up session! <add media - L'BRI LIVE 3/6 invite graphic>

Week 2

Bakuchiol Masque

Hook: When retinol is  
too harsh for your  
skin, you use  
Bakuchiol

Email Subject:

🔥 Do you struggle with Retinol too?

Email Body: (Name), do you struggle with retinol being too harsh for your skin too? We launched a new masque that is a retinol alternative and you can save \$4 right now. Here's the replay of the LIVE to learn more: <add media - Shoppable Video: Love at First Sight Replay LIVE>

Week 3

March Host Bonus

Hook: Perks of hosting  
a virtual or in-home  
spa event for the  
gals!

Email Subject:

Spa Day Host Bonus Goodies! 🧸

Email Body: Slippers, exfoliators, and goodies OH MY! <name>, our host bonus and specials for March are incredible. When can I treat you and the gals to a 30-min virtual spa day?! <add media - March Host Bonus video>

Week 4

Reshare Replay  
3/6 LIVE

Hook: I'm making  
EVERY day a SPA DAY  
- who's joining me?

Email Subject:

You're invited to the LIVE Replay

Email Body: (Name), did you miss our March L'BRI LIVE? It was SO good and all about how to turn every day into a SPA DAY. Here's the link in case you missed it! <add media - 3/6 LIVE REPLAY link>